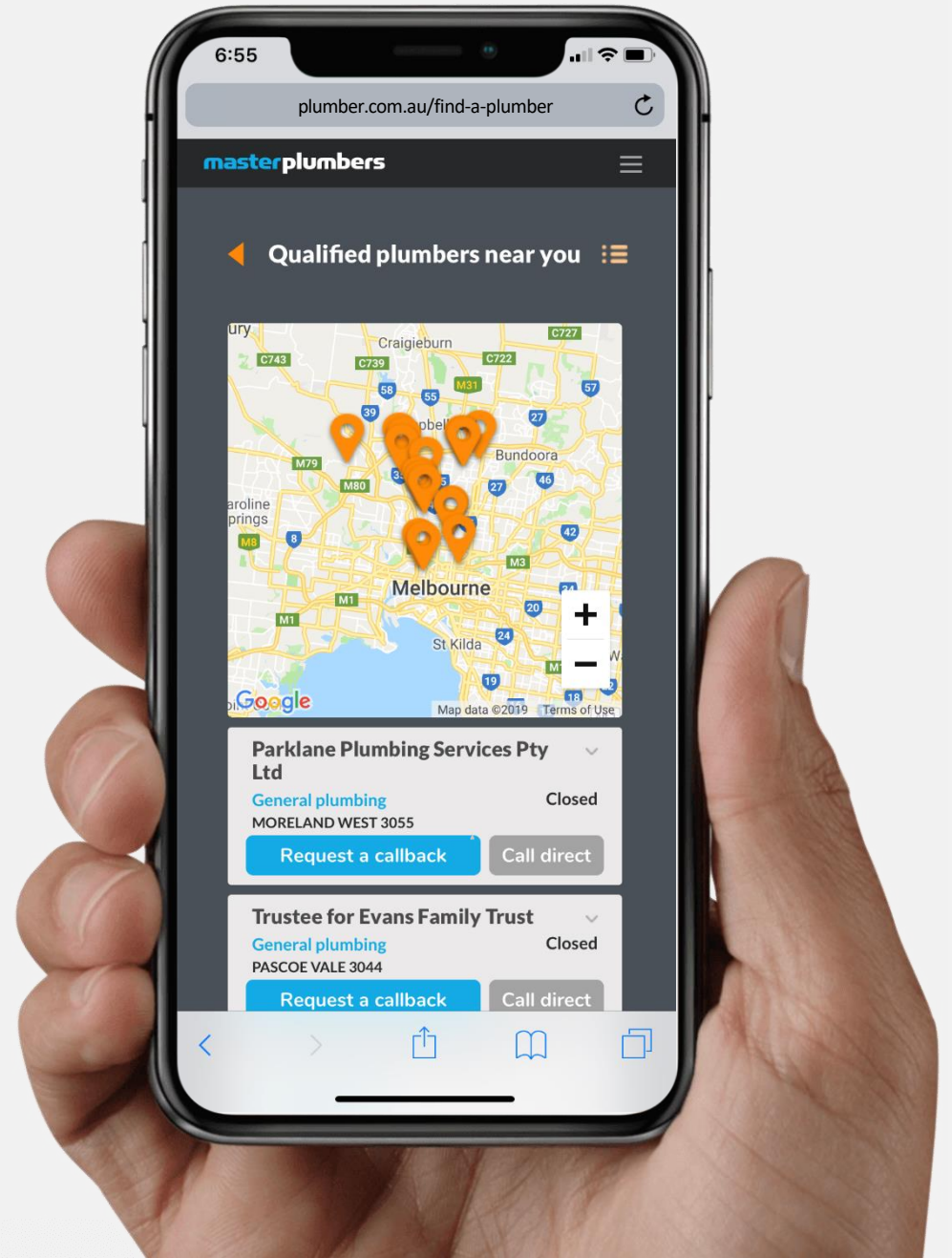


# Find a plumber

## What is it and How does it work?

*A guide for members of Master Plumbers*

November 2019



# What is it and how is it different to the last one?

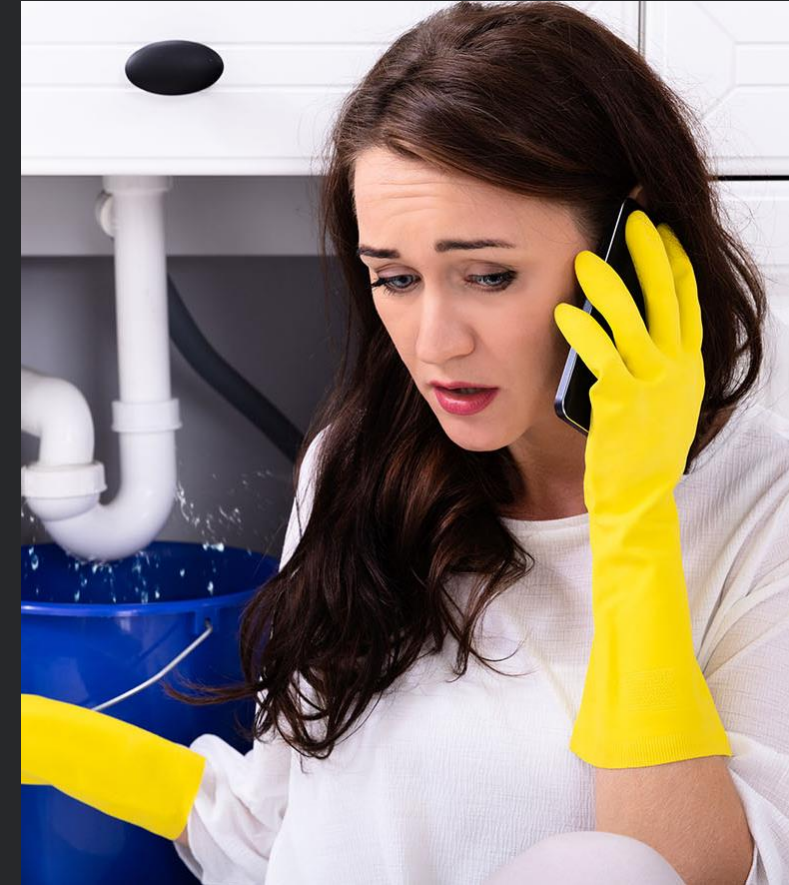
Find-a-plumber is an online finder tool that puts customers with plumbing job requests in touch with members of Master Plumbers.

Previously, customers would search for a Master Plumber based on their postcode and be presented with a directory listing of potential plumbers via the website who they would then have to call themselves.

**We've listened to your feedback about the current finder on our website...and we've totally rebuilt it!**

With both the consumer and plumber in mind, we have developed a web-based app that incorporates an SMS messaging service to connect consumers-in-need with Master Plumbers' qualified plumbers in real time.

We have put a focus on the customer experience to make it as easy as possible for consumers to find the right plumber for them in both standard and emergency situations, making sure they come back again and again.



# How does it work?

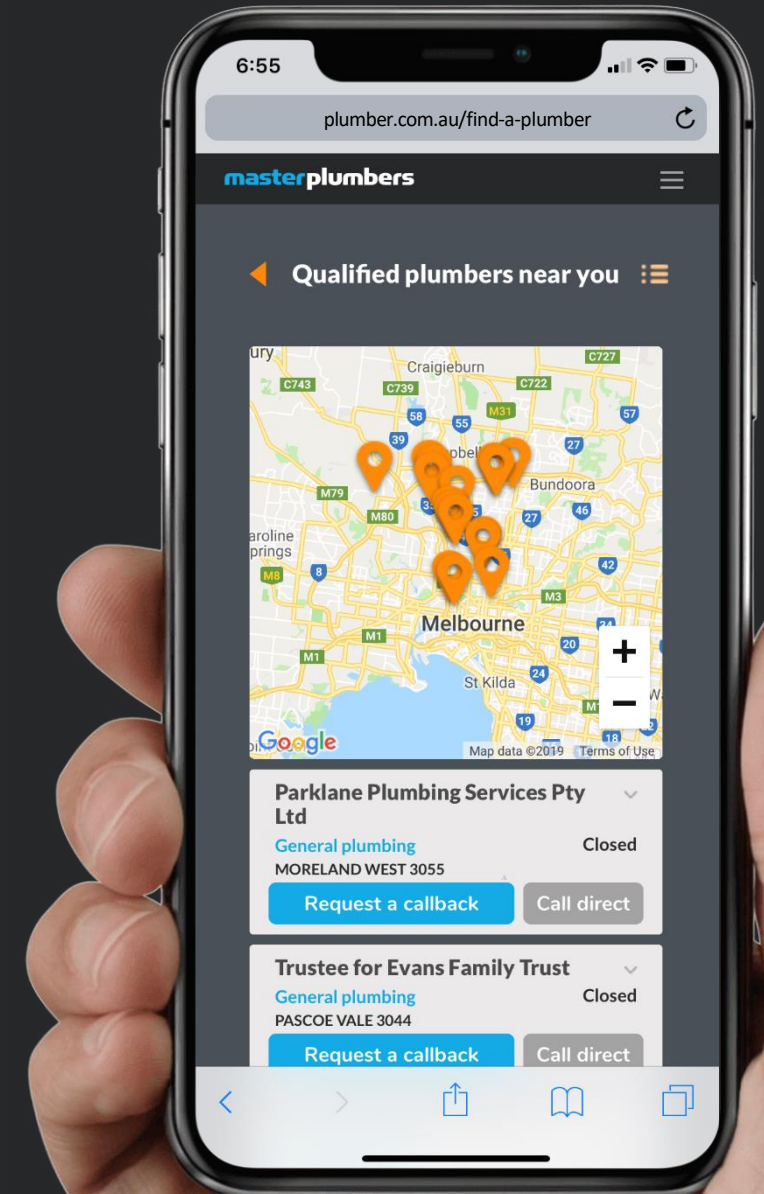
The new finder, or lead-generation tool, puts members in front of motivated customers, fast. The finder is designed for consumers and lets them choose a plumbing specialist from a list of easy-to-understand lay terms. Our aim is to make Master Plumbers the number-one consumer choice for reliability, quality and service.

Members simply follow SMS prompts sent to their mobile. The prompts ask if you wish to receive an incoming plumbing request and include the consumer's name, postcode and phone number.

**Want the job? Hit 'yes' and start the conversation. Can't or don't want the job? Say 'no' and the job will be pushed to the next plumber in the queue.**

Easy? We hope so...give us a call if you have any questions.

Please note that Find-a-plumber is an optional service and you can opt in or out at any time by visiting the member portal – *great for when you're too busy or even lucky enough to take some leave.*



# Example SMS sequence

Original request comes through stating job number, location of job and type of work required. Respond YES/NO

Confirmation of acceptance follows with customer number and request to call within 2hrs. Includes option to reject job.

Follow up that request has been actioned. Confirm action on request or reassign it to another member.

MP

M Plumbers >

Wed, 4 Nov, 12:23pm

Job#1

Plumbing request in 3005  
Type: Want's a local plumber  
Can you call now?

YES: <http://m-p.ip/kCo0HG>

NO: <http://m-p.ip/kCo0HG>



**Thank you for accepting  
this job**

Please wait for the customer  
details to be sent to you via SMS

Job#1

Great! Call Jon Snow within 2  
hours **0422 672 125**  
Changed your mind or can't  
take the job? Let us reassign it  
CLICK: <http://m-p.ip/kCo0HG>

Wed, 4 Nov, 2:23pm

Job#1

Just checking you called Jon Snow.  
Are you keeping the request?

YES: <http://m-p.ip/kCo0HG>

NO, reassign it to another  
Member <http://m-p.ip/kCo0HG>



# Why am I updating my profile?

The new find-a-plumber is designed to match your product and services offering with a consumer's request for a specific service, such as: gas specialist, roofing specialist or fire sprinkler system specialist etc.

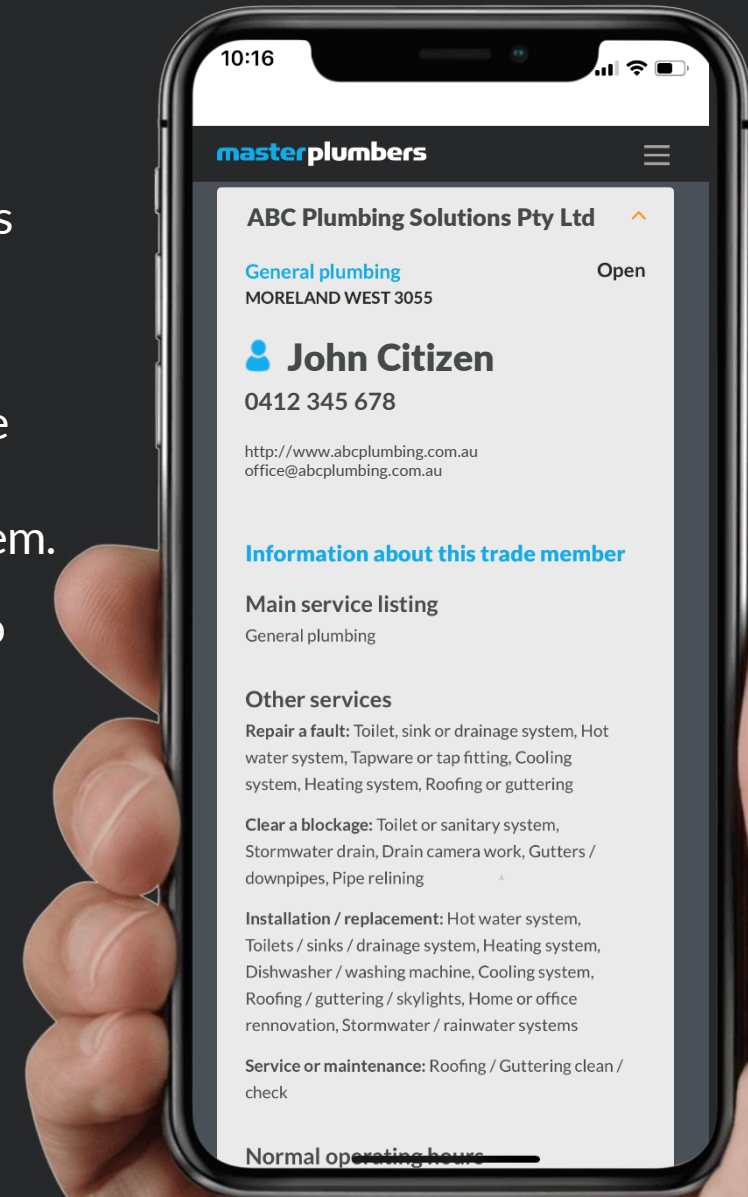
We understand that everyone operates their business differently, so we want to make sure that your business profile is optimized to deliver you the best types of leads during the times when you are able to action them.

Does your business offer general plumbing services or does it mainly do gas appliance servicing? Do you work weekends and public holidays or standard 7am to 5pm?

Only you can tell us, so log in and let the public know you're available!

Updating your profile only takes a few minutes and ensures your information is up-to-date.

**Call the membership team on (03) 9329 9622 to update yours today.**



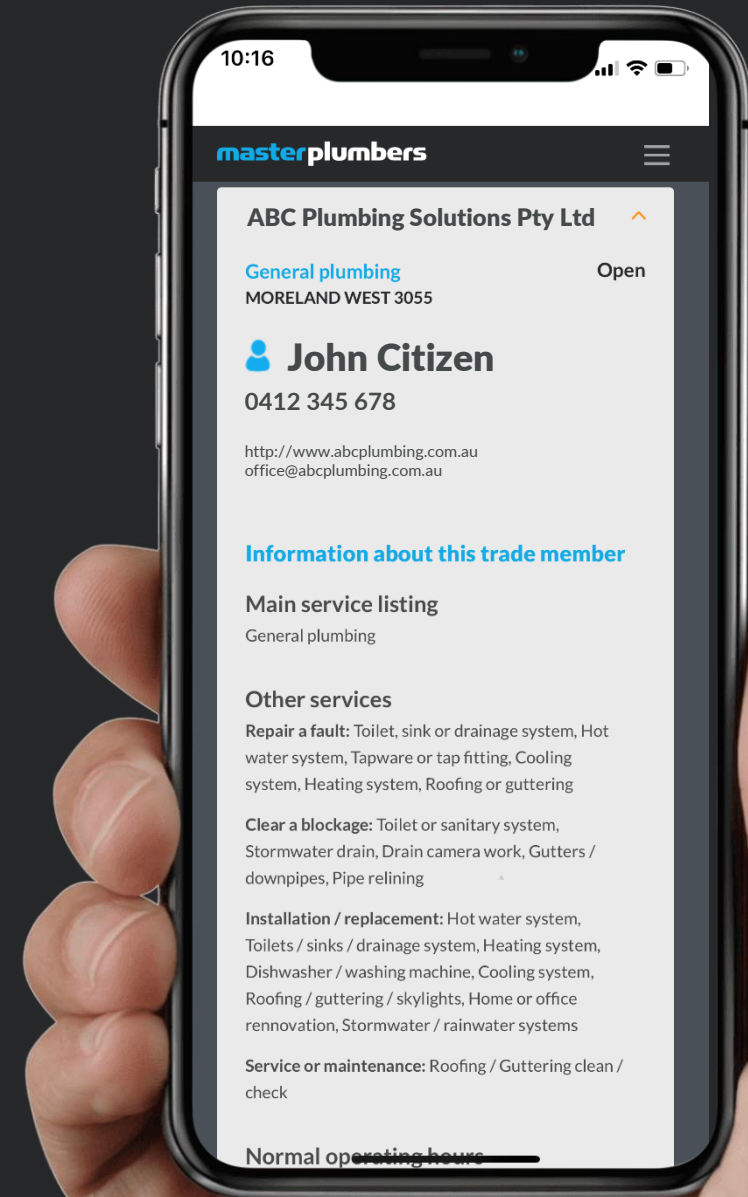
# How are profiles listed?

Each time a customer performs a search via find-a-plumber, the website automatically generates a list of Master Plumbers profiles that are matched to the consumer's search criteria.

Profiles are listed by:

1. **Primary Zone** matching the consumer's postcode;
2. **Primary (specialty) service** offering match; and
3. **Matching service offering** from the additional service offerings that you have listed in your profile.

Please note: Complete and accurate profiles rank more highly in the listing. You should only offer services that you are fully certified to undertake, and only select service areas that you regularly service.



# Accessing the find-a-plumber dashboard

When you log into the member portal, you will have two options to access the find-a-plumber dashboard, across the top menu and via the blue find-a-plumber tile midway down the page.

From the member portal, click on the blue find-a-plumber area

Hello Ana, welcome to your tailored news

*Some people dream of success, while other people get up early in the morning and make it happen...*

Industry Updates

The 2019 Breakfast Series

Governance

AGENDAS AND MINUTES.  
PENDING MEMBERS LIST

COMMERCIAL SUPPORTER

**Whether it's work or play. Ow...**

Whether it's work or play. Own it. Get the right finance deal on your car, ute, van or commercial machinery.

READ MORE

PODCAST

**Episode 7: Dr. Steve Cummings**

In this episode, Dr. Cummings shares his experiences from four decades in the sanitaryware design industry, his passion for innovation in design ...

READ MORE

INDUSTRY UPDATES

**The flow-on effect - what's in ...**

READ MORE

**My benefits**



**Test Category B Organisation**

Current: B - 0-2 Operatives

**Subscriptions**



**Get the most out of your membership**

Tailored news and business support emails

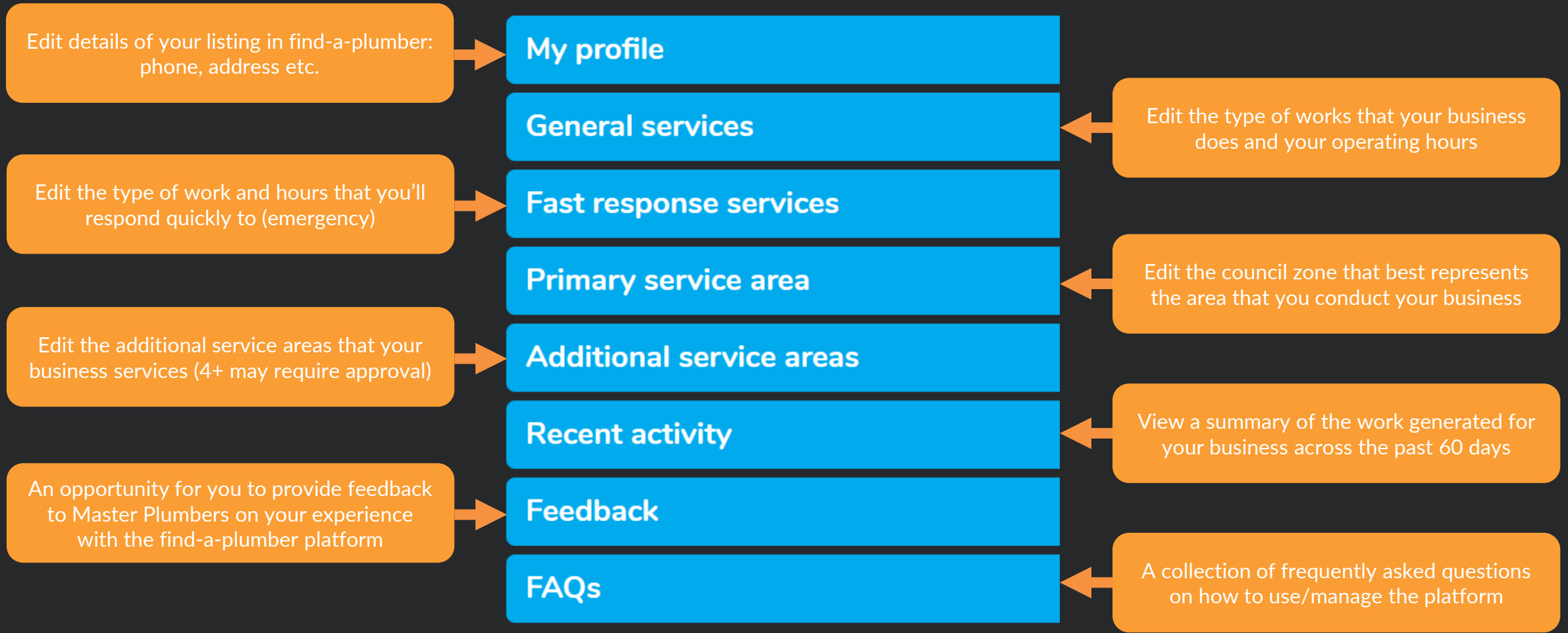
**Find-a-plumber**



Your profile is hidden to consumers online



# Navigating the find-a-plumber dashboard





# Editing your profile

It's important that the information on your profile is always up-to-date as this is how prospective customers (and the find-a-plumber tool) will be able to contact you.

The primary contact is the person who usually answers consumer phone calls, typically the business owner, senior plumber or receptionist. This will be the point of contact in your business who receives the SMS plumbing requests from find-a-plumber.

**As the system utilizes SMS to communicate, the primary contact number must be a mobile.**

## Find-a-plumber

### Primary contact

This is the person who usually answers customer phone calls, typically the business owner, senior plumber or receptionist.

Plumbing business name •  
123 Plumbing

First Name •  
Ana

Last Name •  
Sample

#### Phone Numbers

SMS Number •  
0411111222

SMS plumbing requests will be sent to this phone.  
TIP: When going on holidays, change this number to a trusted colleague or senior staff. [Click here to find out more](#)

Alternative/Business Phone

#### Email

Primary email address •  
test02102019@test.com.au

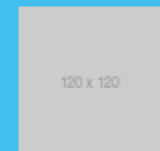
#### Website url

Website

Update profile

• Required field

#### Plumbing business logo



Choose logo

JPG, PNG or GIF, Maximum file size 2MB  
300px wide by 300px high

#### Primary Address

This will set your pin position on the map view.

Your Address •  
157 Bakers Road

Suburb •  
North Dandenong

Victoria • ▼

Postcode •  
3175

[Preview my profile](#)

# Editing your general services

In the general services section, you are required to select one primary service that will act as your default specialty and appear at the top of your list of plumbing services.

Then make your way through each of the work categories and select each of the types of work that you wish to be sent work requests for.

**Members can opt-in or opt-out of any service, at any time by re-visiting this page.**

Some services, including those in specialized and restricted classes, will require verification by Master Plumbers before they appear on your business profile.

## Find-a-plumber

### General services and hours

#### Select a primary service

Your primary service will appear at the top of your list of plumbing services

General plumbing

#### Repair a fault [Unselect all](#)

- ☒ Toilet, sink or drainage system
- ☒ Hot water system
- ☒ Cooling system
- ☒ Roofing or guttering
- ☒ I'm not sure / something else
- ☒ Gas appliance
- ☒ Tapware or tap fitting
- ☒ Heating system
- ☒ Fire sprinkler system

#### Clear a blockage [Select all](#)

- ☒ Toilet or sanitary system
- ☒ Drain camera work
- ☒ Pipe relining
- ☒ Stormwater drain
- ☒ Gutters / downpipes
- ☒ Something else / I'm not sure

#### Installation / replacement [Select all](#)

- ☐ Gas appliance
- ☐ Toilets / sinks / drainage system
- ☐ Dishwasher / washing machine
- ☐ Roofing / guttering / skylights
- ☐ Stormwater / rainwater systems
- ☐ Something else / I'm not sure
- ☐ Hot water system
- ☐ Heating system
- ☐ Cooling system
- ☐ Home or office renovation
- ☐ Fire sprinkler system

# Editing your working hours

Further down the general services page, **you must indicate the days of the week that you work and the span of hours of each day that you are available.**

There is also a section that covers all of the public holidays in Victoria. If you're available to work on these days, select them.

When completed, select 'Update my profile'.

## Normal working hours [Select all](#)

Your profile will be visible during these times and days of the week

☒ Monday

☒ Tuesday

☒ Wednesday

12:00 AM

☒ Saturday

12:00 AM

☐ Sunday

Sunday start time \*

☒ Thursday

☒ Friday

02:30 AM

11:59 PM

Sunday end time \*

## Do you normally work public holidays? [Select all](#)

'Tick' each day do you want to receive SMS notifications.

☐ I work Melbourne Cup

☐ I work Boxing Day

☐ I work Good Friday

☐ I work Easter Monday

☐ I work Queen's Birthday

☐ I work Labour Day

☐ I work Friday before the AFL Grand Final

☐ I work Christmas Day

☐ I work Australia Day

☐ I work Easter Sunday

☐ I work ANZAC Day

☐ I work New Year's Day

Update profile

● Required field

● Admin approval required

⌚ Pending Administrator approval

[Preview my profile](#)

# Editing your fast response services

The distinction for fast response services is, speed to respond. Agreeing to fast response plumbing requests means you to be able to respond to urgent plumbing requests in a very short time.

**Ideally, you should be replying to SMS notifications and calling consumers within 2 minutes.**

If you wish to take part in the fast response services section of find-a-plumber, you must select 'Yes' in the agreement prompt and select the services that you provide fast response services for.

## Find-a-plumber

### Fast response services & hours

You will only receive SMS requests for rapid response plumbing duties during these hours. TIP: If you're going on holidays, assign your mobile number to a trusted colleague or senior staff. Or you can press pause while you're away.

Fast Response Plumbing services require a fast response. The tasks and duties required are no different to regular plumbing duties you or your staff perform each day. The distinction for Rapid Response Plumbing services is, speed to respond.

Only complete this section if If you are able to respond to urgent plumbing requests in a very short time. Ideally, you should be replying to SMS notifications and calling customers in under 2 minutes^.

If you agree with the Master Plumbers Promise to customers, you are encouraged to add Fast Response services to your listing.

Yes

[Click here to read our Promise to customers](#)

### Fast response services [Select all](#)

\*All Fast response services listings require administrator approval.

- ☒ Gas leak
- ☒ Burst or leaking water service
- ☒ Blocked toilet or drain
- ☒ Roofing leak
- ☒ I just want a local plumber, Fast



# Editing your fast response service working hours

Further down the fast response services page, you must indicate the days of the week that you are prepared to respond to fast response service calls work and the span of hours of each day that you are available.

When completed, select 'Update my profile'.

### Fast response working hours [Unselect all](#)

Your profile will be visible during these times and days of the week

<input checked="" type="checkbox"/> Monday	<input checked="" type="checkbox"/> Thursday
<input checked="" type="checkbox"/> Tuesday	<input checked="" type="checkbox"/> Friday
<input checked="" type="checkbox"/> Wednesday	
<input type="text" value="12:30 AM"/>	<input type="text" value="02:30 AM"/>
<input checked="" type="checkbox"/> Saturday	
<input type="text" value="01:00 AM"/>	<input type="text" value="07:00 AM"/>
<input checked="" type="checkbox"/> Sunday	
<input type="text" value="03:30 AM"/>	<input type="text" value="10:30 PM"/>

Update profile

Required field

Admin approval required

Pending Administrator approval

# Editing your primary service area zone

**Your primary service area is the area in which you do the majority of your work.** If you cover a large area, choose the zone (council area) that you are physically closest to.

You will appear in the top searches for requests in your primary zone.

## Find-a-plumber

### Find-a-Plumber Primary Zone

Your profile will automatically appear in online-search results for plumbing requests in your Primary Service Area. Your Primary Service Area has been preselected as the best possible match for your business.

#### Your primary service area

Which service area do you conduct most of your business in? Select 1 local council area from the map. Your profile will rank highly in all search results for this area. [Additional areas](#) are optional.

Select your primary service area  
Greater Dandenong City Council ✓

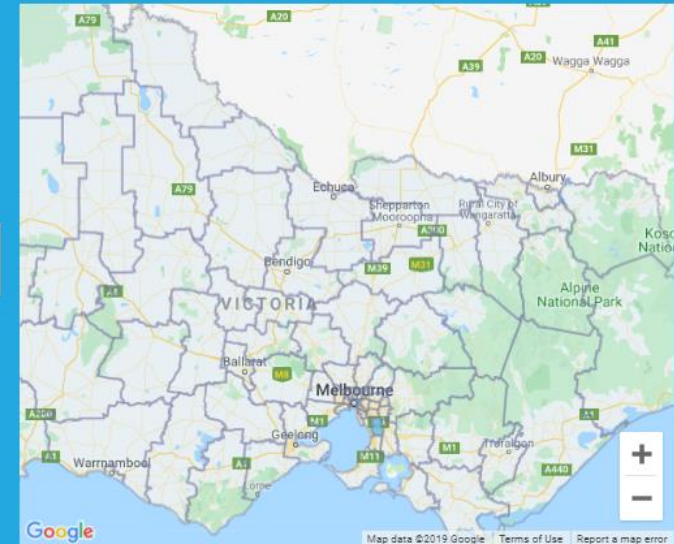
✓ Tick indicates areas approved by administrator  
⌚ Pending Administrator approval

Save

Required field

PREVIOUS PAGE

NEXT PAGE



Council, Suburb, town, or postcode

SEARCH

# Editing your additional service area zones

As a default, you are able to select up to 4 additional service areas. If you wish to include more areas they must be approved by Master Plumbers.

Each additional zone includes all relative surrounding zones. Your business profile will appear in all zones that border your secondary zones.

**We recommend you only select zones that are regularly serviced by your business.**

## Find-a-plumber

### Find-a-Plumber Additional Zones

Select additional service areas for your business. Your profile will be linked to all plumbing searches within these areas.

#### Additional service areas

To broaden your coverage, you are encouraged to add additional areas regularly serviced by your business. An unlimited number of areas may be requested. It is advised NOT to add areas you can't attend to quickly.

\*Administrator approval required. A Master Plumbers representative will contact you soon to confirm your request.

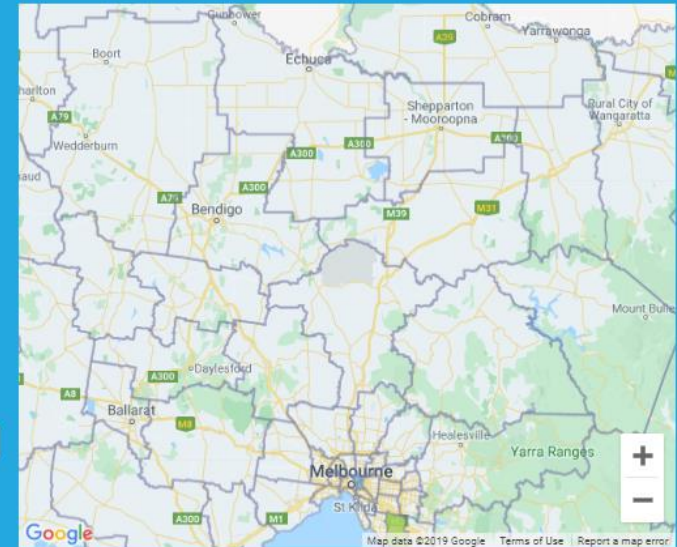
[Click here for more information on Surrounding Service Areas](#)

Select additional service areas •

- ✓ Tick indicates areas approved by administrator
- Pending Administrator approval

Send request

• Administrator approval required



And remember, consumers will use your services and find-a-plumber when they know that its reliable and it meets their expectations.

That's why its important that your information is accurate and always up-to-date.

## Questions?

Contact the Master Plumbers Membership Team

**(03) 9329 9622**